



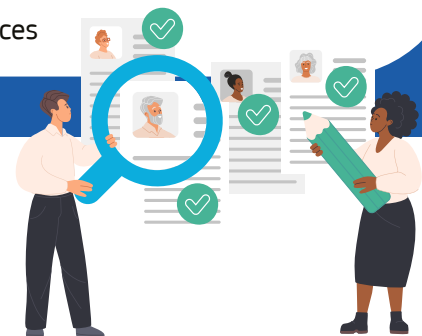
## Good practice

# IntegrAGE: Integrating older generations into the labour market

**Working Group:** Health

**Member States and other countries:** Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Czechia, Germany, Hungary, Serbia, Slovakia, Slovenia

**Thematic areas:** Jobs and Skills, Quality of Life and Equal Access to Services



## Basic project details

### Lead organisation:

BSC - Business Support Center Ltd, Kranj - Slovenia

### Partner organisations:

- Inovační centrum Ústeckého kraje, z. s, Društvo Jaso
- JU "Razvojna agencija Unsko-sanskog kantona" Bihać
- TREXIMA Bratislava, spol. s r.o.
- Univerzita Jana Evangelisty Purkyně v Ústí nad Labem
- Pannon Novum Nyugat-dunántúli Regionális Innovációs Nonprofit Kft
- Privredna komora Srbije, Poduzetnički inkubator BIOS Osijek
- Sdruženie Bulgarska Targovsko-Promishlena Palata
- Humán Innovációs Csoport Nonprofit Kft.
- Schirmacher GmbH, Udruga za kreativni razvoj Slap
- Klaster socijalnog preduzetništva Vojvodine
- ipcenter.at GmbH

**Project duration:** January 2024 - June 2026

## Overview and objectives

The IntegrAGE project aims to support the healthy integration of older working generations (55+) into the labour market by capitalising on their knowledge and assisting them in adapting to new ways of working. By strengthening

their special skills and competences, IntegrAGE aims to retain their knowledge and accumulated experiences in the economy, either by providing tutoring within their own company or through mentoring even outside of their organisation.

The ultimate goal of the IntegrAGE project is to address skilled workforce shortages by leveraging the expertise of older workers and promoting an age-adapted, healthy work-life balance. Additionally, the project seeks to foster intergenerational cooperation, create supportive work environments, and enhance older workers participation, avoiding undesired early retirement, extending their productive life and ultimately improving their quality of life.

## Context

The project intended to tackle the underutilisation of older workers in the labour market, which leads to early retirement and a loss of valuable skills and experience. This issue is exacerbated by imbalanced labour mobility and a shortage of skilled professionals in certain regions. The project aims to address these challenges by promoting age management strategies, enhancing the employability of workers aged 55+, and fostering a healthy work-life balance to retain their expertise and support regional economic growth.

## Target groups

The target groups of the IntegrAGE project are primarily older working generations and policy actors and stakeholders such as government agencies, international organisations, non-governmental organisations (NGOs), employers' organisations, and trade unions.

## Actions

The IntegrAGE project will undertake several key actions, including conducting country analyses to identify challenges in 55+ employment and drafting national policy recommendations. It will create a joint strategy & action plan and conduct an awareness campaign.

The project will also facilitate age management training for companies, develop self-assessment tools for older workers, and establish a train-the-mentor program. Additionally, it will promote intergenerational learning and mentoring through "living learning labs" and provide holistic empowerment guidance to support a healthy work-life balance.

## Financial allocation

**Total budget:** EUR 2 300 000

**EU co-funding:** Yes

**Sources of funding:** 2021-2027 Interreg VI-B Danube



## Working Group Insights

“The InterAGE project was selected as a promising ongoing project which tackles both the opportunities and challenges that come with an aging population. The project is being conducted within the Danube region and focuses on the issue of shrinking workforce which is an obstacle faced by several EU regions. The project’s innovative approach comes from its focus on both individuals but also on the development of practical tools and resources that can be adapted to help countries implement age-friendly practices and empowers them to adopt age management strategies.

Although the project is in its early stages, it shows promise in addressing workforce shortages by promoting age management strategies and a healthy work-life environment. It creates a supportive and inclusive framework for older workers and helps retain their valuable knowledge and experience through skill development and mentoring. Although IntegrAGE is in early implementation phase, it has already achieved significant milestones relevant to the topic of harnessing talent. For example, the project has already developed a self-assessment tool designed to help employees over the age of 55 to assess their skills and identify their stronger and weaker areas (<https://satool.ujep.cz/>)”.

**SANDRA BULAT LOKAS**

Senior Advisor at Public Institution Development Agency of Šibenik-Knin County

## Results

Policy actors and stakeholders in the Danube region aim to achieve several key outcomes. They seek to create supportive and inclusive work employability of older workers through skill development and mentoring. They also promote intergenerational cooperation, encouraging knowledge sharing between older and younger employees.

## Success factors

The main success factors for the IntegrAGE project were the strong stakeholder engagement and collaboration across multiple countries, which ensured a comprehensive approach to integrating older generations into the labour market.



## The conclusion of our expert Sandra Bulat Lokas, Senior Advisor at Public Institution Development Agency of Šibenik-Knin County.

“IntegrAGE addresses the shortages of skilled workforce by leveraging the expertise of older (55+) workers and capitalising on their existing knowledge. Empowering this underused demographic, has been a real gamechanger”.

## Useful sources

**Official website:** <https://interreg-danube.eu/projects/integrage>

<https://icuk.cz/en/pro-region/projekt-integrage/>

<https://www.bcci.bg/projects/IntegrAGE/description.html>

<https://inkubator.hr/projects/43-integrage>

<https://www.bsc-kranj.si/integrage/>

<https://keep.eu/projects/29478/A-practical-approach-to-sup-EN/>

## Contact

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